



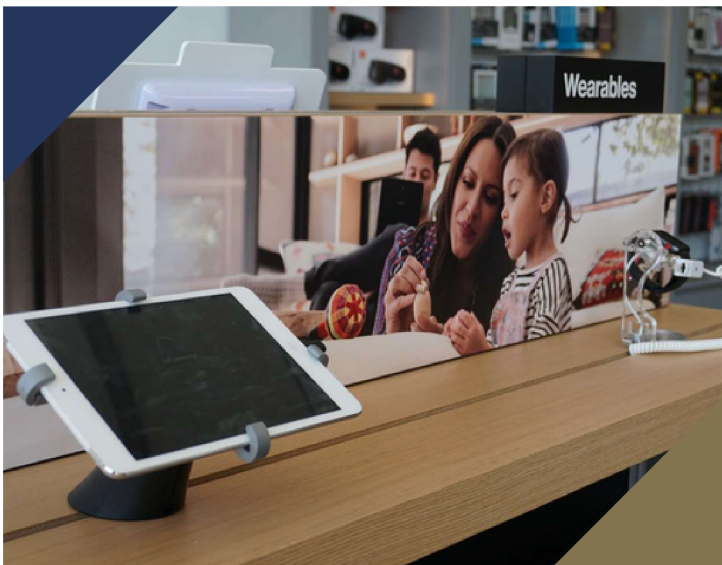
# Next Gen Brand Experience Case Study

“We needed to create a new authorized reseller experience that was welcoming, easy to shop, and appealing to the eye, all while budget-friendly enough to maximize deployment.”



## THE CHALLENGE:

Create a modular package of display components that can be installed in various sized independent retailers to create a consistent on-brand experience that was economical to produce and designed for efficient shipping, minimize installation time and cost, all while focusing on ease of shoppability.



## MATERIALS USED:

- Solid Surface
- Laminate
- Aluminum Extrusions
- Plastic Extrusions
- Acrylic
- LED Lighting
- Powder Coat
- Digital Signage
- Magnetically receptive graphics
- Architectural Film
- UL Electrical

## DETAILS

- Three-Week Lead Time per Store Package
- Catalog of 50+ Fixtures to fit any environment
- 1,387 “Fixture Packages” Installed to Date
- over 3.3m Shipment Miles
- 34% Fixture, Freight & Installation Savings over previous design
- 31% Savings on GC Costs and In-Store Build Materials over our competition

## MANUFACTURING & LOGISTICS

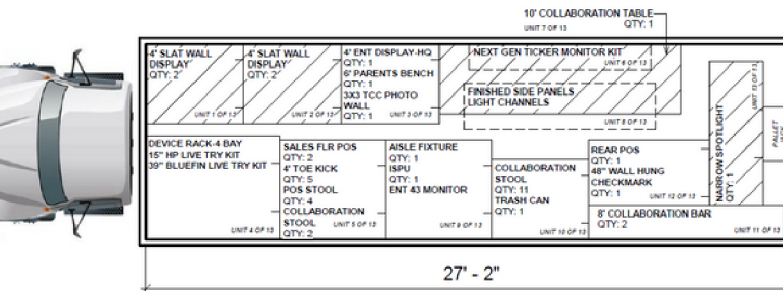
From the initial design request until the last fixture is installed, Infinity’s project managers ensure every detail is correct and provides updates to the enduser.

Infinity’s store layout team designs every store to meet strict brand guidelines while maximizing customer experience.

Fun Fact: The most complicated fixture in this package contains over 100 unique components, and we assemble our items in-house to insure quick and easy on-site installation.

Our carefully planned QC program makes sure that every item leaves perfect, delivers damage free, and has required replacement items less than 0.1% of the time.

Infinity’s custom designed load software is used on every shipment to maximize space and streamline the loading & unloading process.



## TESTIMONIALS

“The attention to detail on all of the shrink-wrapped palatized packaging including how the inventory was laid out in the semi truck, just made it that much easier to off-load in an organized fashion”

**GARY STORTI**

Director, Wireless Plus

“ I would recommend Infinity and the Next Gen fixture package to anyone building a new store. Install time was about 5 hours and the fixture components are well built and easy to install. We were also provided with detailed drawings that made for a simple and smooth install.”

**RICHARD M.**

Bob Barnes Enterprises